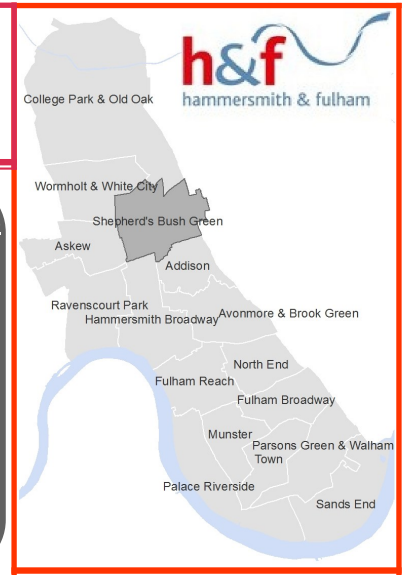


Shepherds Bush Green Ward Profile 2018



This profile brings together some of the key data sources that help to define the characteristics of an area, the population it contains and the key issues it faces. The main themes covered are: population, health, deprivation, crime, education and qualifications, housing tenure, economic activity and local economy.

Given the breadth of data sets included in the profile, the dates of the information ranging from 2011 to 2018.

Your Ward Councillors

Andrew Jones
(Labour)

Natalia Perez
(Labour)

Mercy Umeh
(Labour)

Affluence

The ward is ranked the third most deprived area in Hammersmith and Fulham. The overall population is middle-aged and young, single and relatively skilled. Most residents work in well paid professional jobs mainly in scientific and technical activity sector but large proportion work in wholesale and retail trade sector.

- 76% of residents are of working age. The structure of the population has slightly changed over the last seven years which demonstrates that the population is not as transient as over the previous two decades
- Foreign-born residents made up 47% of the ward population. A high proportion were born in Australia, Republic of Ireland, Poland, Somalia and France
- The ward has the fourth highest proportion of households that have no people who speak English as a first language
- 84% of residents declared themselves in good or very good health
- Less than two in five people aged 16+ were living as a couple; this is the third lowest proportion in H&F
- 38% living in social housing and 36% rent privately
- The proportion of households without a use of car or a van stands at 64%; this is the second highest proportion in H&F
- 46.5% of residents have a level 4 qualification (degree level)
- 66.5% of residents are in employment (12% are self-employed)
- 30.5% of employed residents are working as managers, directors, senior officials or in professional occupations
- The largest source of employment is the professional, scientific and technical activities sector (14%)



Pockets of Deprivation

A relatively large proportion of the ward is classed as being deprived, particularly area covering Edward Woods estate, William Church estate and Batnam Close estate which suffer from multiple interlinked problems. Generally these areas are characterised by:

- Low skills
- Unemployment and worklessness
- Low incomes
- Social or council rented housing
- Low skilled occupations
- Health issues

The ward is made up of 7 Lower Super Output Areas (LSOAs). Three LSOAs are ranked in the 20% most deprived nationally. There are seven deprivation 'domains' within the IMD 2015 and the highest scores for the ward are in the Living Environment, Crime, and Barriers to Housing and Services.

Who We Are

Population Overview

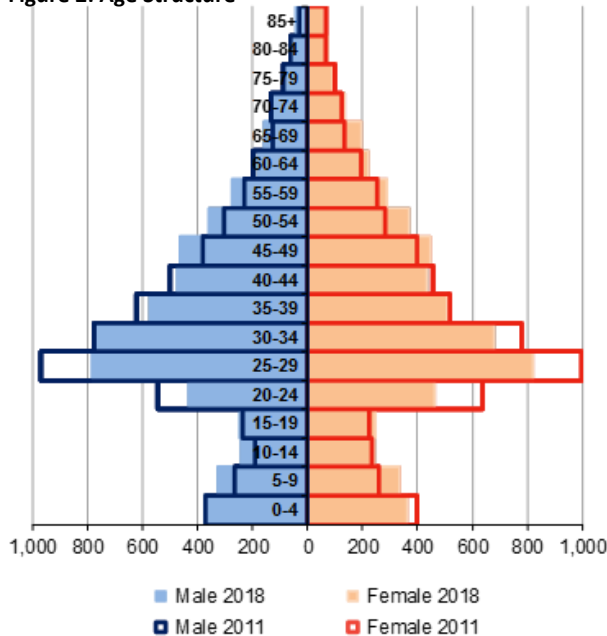
In 2018 there were an estimated **11,925** people living in the ward. Since 2011 Census, there has been a decrease in the population by **2.1% (-250 people)**; this is the sixth highest decrease among H&F wards (Borough average +0.9%).

From the age / gender pyramid, it is clear that the population in the ward is relatively young for both genders with a large proportion in the age range **25-39**. Since the 2011 Census, there has been slight change in the structure of the population within the ward which indicates that the population was not as transient as 7 years ago with fewer working age people moving into the area for work before moving out later on in life.

There are slightly more females (**50.1%**) than males (**49.9%**). The ward is the tenth most densely populated in H&F with a density of **124** people per hectare (Borough 112pph).

During the day the population increases to **22,628** people as people come to the ward for work.

Figure 2: Age Structure



Source: Population projections 2011-2018, GLA

18.4% of the population is under 18 (19.5% in H&F), **73.1%** are aged 18-64 (69.9% in H&F) while **8.5%** are elderly population (10.6% in H&F).

Using the SHLAA Ward population projections, the population is estimated to increase by **64% (7,651 people)** by 2035. This is mainly due to the high level of housing developments around the Shepherd's Bush area.

Ethnicity

The ward ranks third lowest on the proportion of the population describing themselves as White British (**36.5%**), but the third highest on proportion of 'Black/Black British' residents (**17.7%**).

Since 2001, there has been a **52%** increase in the number of residents from Black and Minority Ethnic (BME) backgrounds to **7,730** in 2011; the third highest number in H&F.

Figure 1: Total Population

Ward Name	2018	2011	+/-	% change
Addison	11,166	11,518	-352	-3.1
Askew	14,483	14,160	323	2.3
Avonmore & Brook Green	11,757	12,216	-459	-3.8
College Park & Old Oak	9,129	9,175	-46	-0.5
Fulham Broadway	11,744	10,996	748	6.8
Fulham Reach	11,518	11,306	212	1.9
Hammersmith Broadway	12,750	11,923	827	6.9
Munster	10,883	11,004	-121	-1.1
North End	11,096	11,589	-493	-4.3
Palace Riverside	7,321	7,483	-162	-2.2
Parsons Green & Walham	11,042	10,813	229	2.1
Ravenscourt Park	10,717	10,785	-68	-0.6
Sands End	14,199	12,760	1,439	11.3
Shepherd's Bush Green	11,925	12,175	-250	-2.1
Town	10,934	11,201	-267	-2.4
Wormholt and White City	13,385	13,389	-4	0.0
Hammersmith & Fulham	184,049	182,493	1,556	0.9
London	8,998,679	8,173,941	824,738	10.1
England*	55,268,067	53,012,456	2,255,611	4.3

Source: GLA Population projections 2018 and *MYE population ONS 2016

Country of Birth and National Identity

49.8% (6,066) of residents were born in England. Foreign-born residents made up **47%** of the ward population (42.7% in H&F).

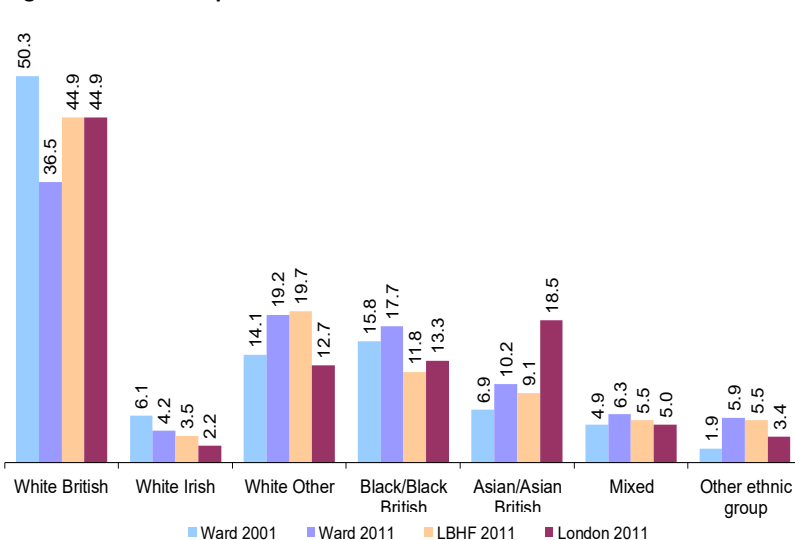
Australia supplied most foreign-born residents (401) followed by Republic of Ireland (399), Poland (313), Somalia (230) and France (223).

15.1% of the population were born in an EU country (the eighth highest among all wards) compared with 14.8% in H&F and 10.3% in London as a whole.

69% of residents identify themselves as a category that refers to a British national identity (e.g. English, Welsh, Scottish, Northern Irish and other categories associated with Britain); ranked the fourth lowest in H&F.

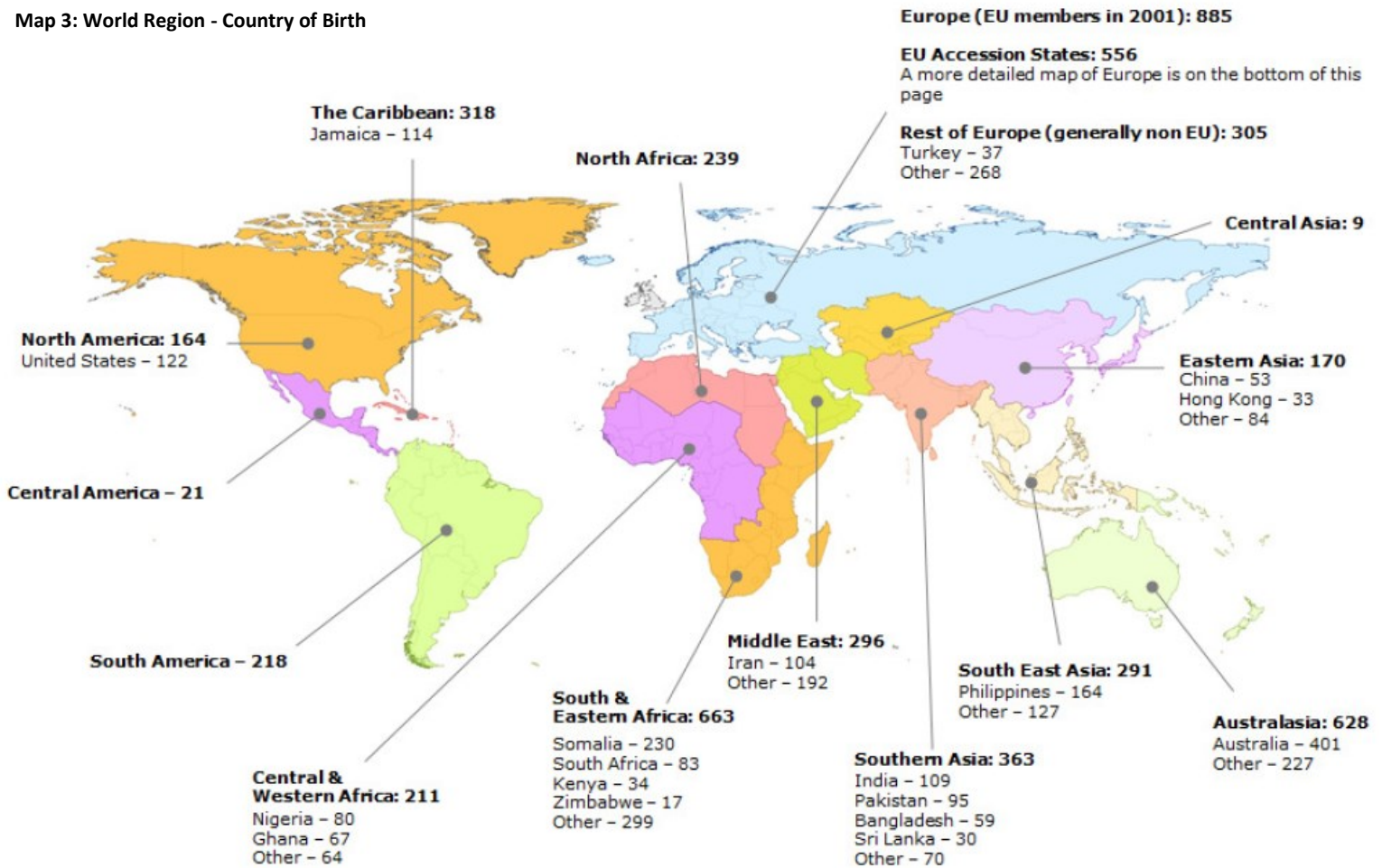
30% had a 'British only' national identity (ranked third highest) while 'other identities only' account for **31.4%** of all categories (ranked fourth highest in H&F).

Figure 3: Ethnic Groups

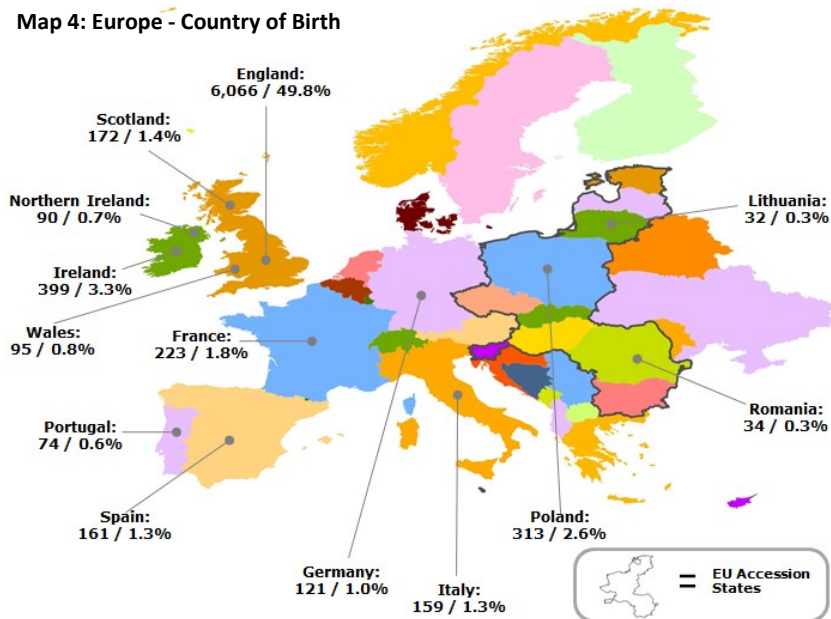


Source: ONS Census 2011

Map 3: World Region - Country of Birth



Map 4: Europe - Country of Birth



Year and Age of arrival in the UK

The ward ranked the fourth highest in H&F in terms of proportion of foreign born residents who have arrived in the UK since 2001 (**25.2%** of the overall population).

The ward ranked the third highest in proportion of residents whose age of arrival to the UK was between 20 and 44 (**32.2%** of all age groups) and it ranked the sixth highest on proportion of foreign people who have resided in the UK for less than 5 years (**15.3%** of the overall population).

17.2% of residents in the ward hold an EU passport (the ninth highest level among H&F wards). The ward ranked the third highest in terms of proportion of people that hold a passport of any of the Australasian countries as a percentage of the total population (**5.7%**), and the fifth highest in terms of proportion of people that hold a passport of any of the Middle East / Asian countries (**4.3%**).

Religion

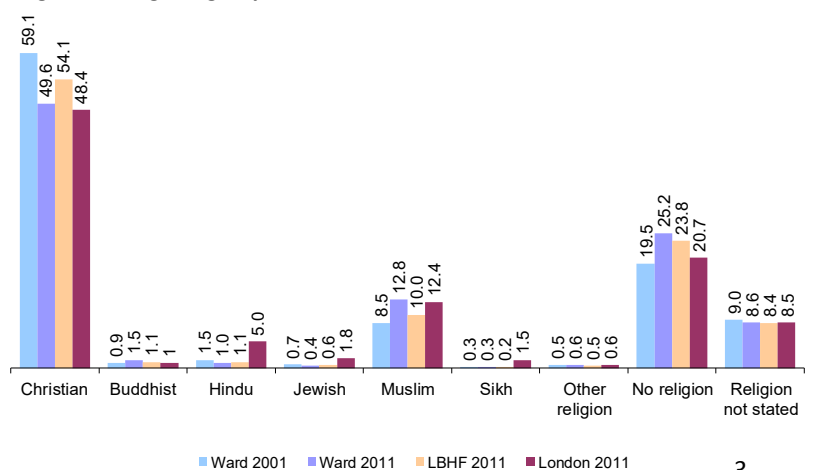
Christians remained the largest religious group in the ward with **49.6%** of residents (59.1% in 2001).

There has been a **4.3** percentage point increase in the Muslim population to 1,563 in 2011; the fourth highest number in H&F.

One in four (**25.3%**) residents stated as having no religion (ranked seventh highest), while 8.6% did not answer the question related to religion.

There are no updates available on religion by ward, but the latest data from ONS suggest that 'Any other religion' and Muslim religion have increased most since 2011 in H&F (by **2.5** percentage points).

Figure 4: Religious groups



Source: ONS Census 2011

Household Language

68.6 % of households in the ward contain people aged 16+ who all speak English as a main language; ranked the fourth highest among all wards (71.8% in H&F).

16.4% of households have no people that speak English as a main language (14.5% in H&F).

The main languages spoken in the ward are **Polish** (298 people), **Arabic** (263), **Spanish** (254), **French** (245), **Somali** (180), **Italian** (137), **Portuguese** (131) and **Filipino** (99).

Health

84% of residents assess their health as 'good' or 'very good' (85.7% in H&F).

5.8% rate their health as 'bad' or 'very bad' compared to 4.9% across the borough.

In the 2011 Census, **14%** (1,699) of residents reported to have a long term health problem or disability that limits their day-to-day activities; this is the fourth highest level in the borough and an increase of 1.4% since 2001 (the fourth highest).

Life expectancy in the ward is slightly worse for both the males and females than the borough and London averages with males expected to live **77.8** years and females expected to live **82.9** years.

Figure 5: Life Expectancy 2012-2014

Indicator	Ward	H&F	London
Male life expectancy	77.8	79.7	80.3
Female life expectancy	82.9	84.1	84.2

Source: ONS

In terms of childhood obesity at reception age, **8.9%** of children are estimated to be obese which is the sixth lowest level in the borough (H&F 9.7% and London 10.2%). Similarly, child excess weight (overweight including obesity) at **20.9%** is below both the borough (21.9%) and London (22%) averages. In Year 6, **24.8%** of children are estimated to be obese which is above the borough and London averages of 22.4% and 23% respectively. The prevalence of excess weight among children in Year 6 in the ward stands at **38%**.

Figure 6: Childhood Obesity and Excess Weight

Age Group	Area	Number measured	Number obese	% obese	Number measured	Number excess weight*	% excess weight*
Reception (age 4-5 years)	Ward	315	28	8.9%	315	66	20.9%
	Hammersmith & Fulham	3,651	355	9.7%	3,887	850	21.9%
	London	269,492	27,437	10.2%	272,087	59,969	22.0%
Year 6 (age 10-11)	Ward	294	73	24.8%	294	112	38.0%
	Hammersmith & Fulham	3,365	754	22.4%	3,417	1,270	37.2%
	London	231,149	53,084	23.0%	232,078	87,531	37.7%

Source: NCMP 2016/17 *Overweight and obese combined

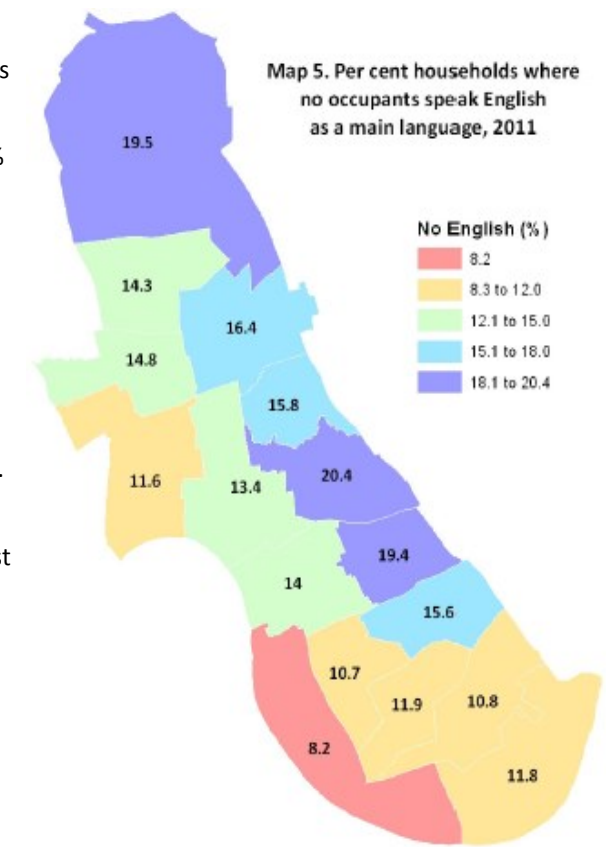
School Census 2017

In total, there are **1,022** children who live in the ward and attend a school within the borough. This includes **176** children in nursery classes, **496** children in primary schools and **325** children in secondary schools. **25** children attend the borough's special schools. According to the 2011 Census there are a total of **937** school children and full-time students aged 16+ in the ward (ranked the ninth highest in H&F).

Figure 7: School Census Statistics

Area	FSM	SEN	EAL
Ward	24.2	15.9	44.7
Hammersmith & Fulham	22.4	15.6	46.0
London	17.5	14.4	45.0

Source: School Census, Autumn 2017



Source: ONS Census 2011

Figure 8: First Language (EAL)

First Language	% of pupils
Arabic	8.0
Somali	7.1
Amharic	2.6
Polish	2.2
French	2.2

One of the key benefits of the school census is that it captures details on free school meals, special educational needs and the languages spoken by children. **24.2%** of pupils in the ward receive free school meals; this is above both the borough average of 22.4% and the London average of 17.5%. The percentage of pupils (**15.9%**) with special educational needs is higher than both the borough and London averages (15.6% and 14.4% respectively). In terms of the percentage of pupils who speak English as an additional language, the ward average of **44.7%** is lower than both the borough and London averages (46% and 45% respectively). In total, pupils speak an additional 52 languages other than English with **8%** speaking a form of Arabic, **7.1%** speaking Somali and **2.6%** speaking Amharic (Ethiopian) as a first language.

Marital Status

The ward ranks third highest in proportion of residents who are single - never married (**60.8%**). Proportionately fewer residents are married (**24.5%**) compared to the borough average (29.6%).

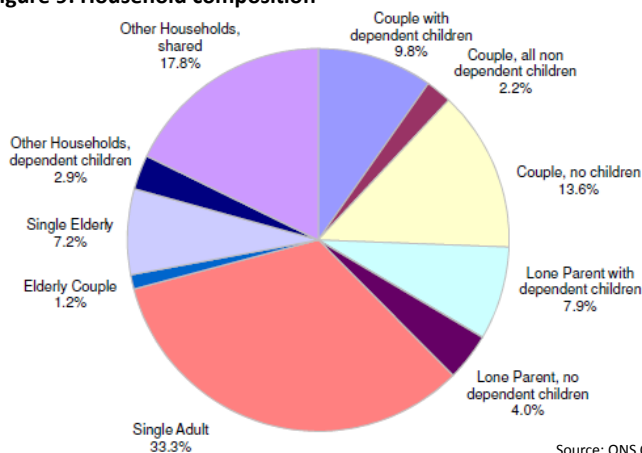
35.4% of people aged 16 and over were living as a couple (married, in a same-sex civil partnership, or are cohabiting with a partner of any sex); this is the third lowest level in H&F.

Household Composition

The average household size is **2.19** persons (2.08 in 2001); this compares to 2.26 persons in H&F.

The number of households has increased by **1.7%** since 2011 to 5,645; the ninth biggest increase among all wards (H&F +4.5%).

Figure 9: Household composition



Single adult households aged under 65 are the largest group (**33.3%**). The proportion of single elderly households has decreased by **27.6%** and elderly couple by **29.2%** over the past 10 years to a current level of **8.4%** (469) of all households.

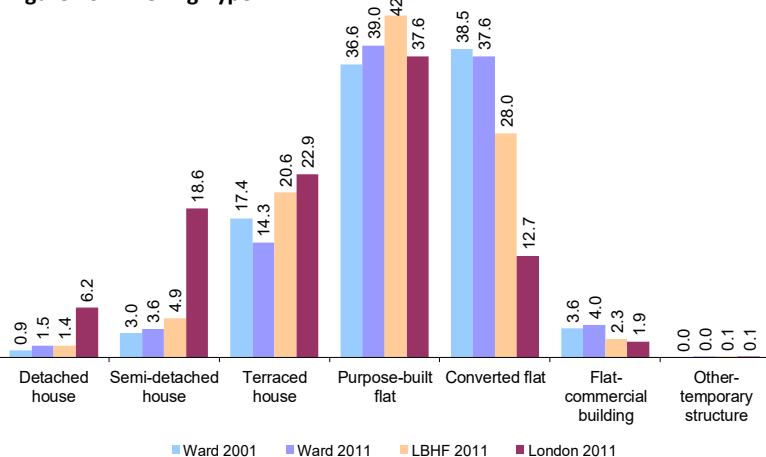
The ward ranks the sixth highest among H&F wards on the proportion of lone parent households (**11.9%**).

Accommodation Type

In 2011 there were **5,569** dwellings in the ward, some 555 more than in 2001. Only 1.3% of dwellings were shared between two or more households (0.6% in 2001).

The housing stock is characterised by a large proportion of flats and maisonettes (**81%**); ranked the fourth highest in H&F.

Figure 10: Dwelling Type



43% of all properties are with one bedroom (ranked second highest) and **30%** are with two bedrooms (ranked second lowest).

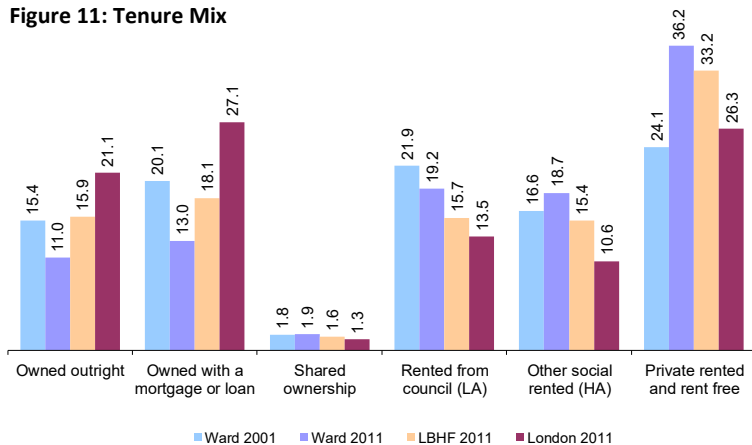
Tenure

25.9% of households are owner occupiers (ranked the second lowest); a reduction of 11.4 percentage points from 2001.

The private rented sector (incl. rent free) accounts for **36.2%** of households (ranked sixth highest) with an increase of 12.1 percentage points since 2001.

Two in five households (**37.9%**) rent their home from a social housing; **19.2%** rent from the Council (ranked second) and **18.7%** from Housing Associations (ranked fourth).

Figure 11: Tenure Mix



Source: ONS Census 2011

Occupancy - Bedrooms

This provides a measure of whether a household's accommodation is overcrowded or under occupied.

The proportion of households that have one fewer bedroom than required was **16.4%** (ranked eighth) which is above the borough average of 12.6%.

Housing Waiting List

There are **2,319** registered households on the housing waiting list in Hammersmith & Fulham including 662 on the transfer list (2,251 in 2017). **23%** of non-transfer homeseeker households live outside H&F.

Majority of registered households (**53%**) require two bedroom properties, followed by three bedroom properties (**28%**).

The number of households registered on the housing waiting list in the ward stands at **135** (7.6% of all households on the list).

Property Prices

Average property prices in the borough have increased by almost **15%** over the past 5 years, but in the past year have decreased by 5%.

Average price increases have ranged from 14% for flats and maisonettes to over 20% for the sales of semi-detached properties.

The average price of dwellings in the ward is **£494,340** compared with £713k in the borough and £480k in London; this is the second lowest level amongst all H&F wards.

What we do

Economic Activity

In 2011, **76.3%** of working age people aged 16-74 in the ward were economically active (working or looking for work); that was the fourth highest rate amongst wards (74.1% in H&F). The economic activity rate for males was **78.8%** (ranked eighth) and for females was **73.7%** (ranked third).

Employment

66.5% were in employment compared to 65.7% in H&F and 62.4% in London. **46.2%** of those were full-time employees (ranked eighth in H&F), **8.2%** were part time employees (ranked fourth) and **12.1%** were self-employed (ranked sixth lowest in H&F).

The top three methods of travel to work are underground (**38%**; ranked eleventh), bus (**17%**; ranked third) and on foot (**15%**; ranked fourth).

In total in 2017, there were **17,400** jobs in the ward. There has been a **1.5%** increase in the number jobs between 2011 and 2017 (+12.3% in H&F). **65%** of employees working in the ward work full-time (72% in H&F); this is the second lowest proportion amongst all wards.

Figure 12: Number of Jobs, BRES

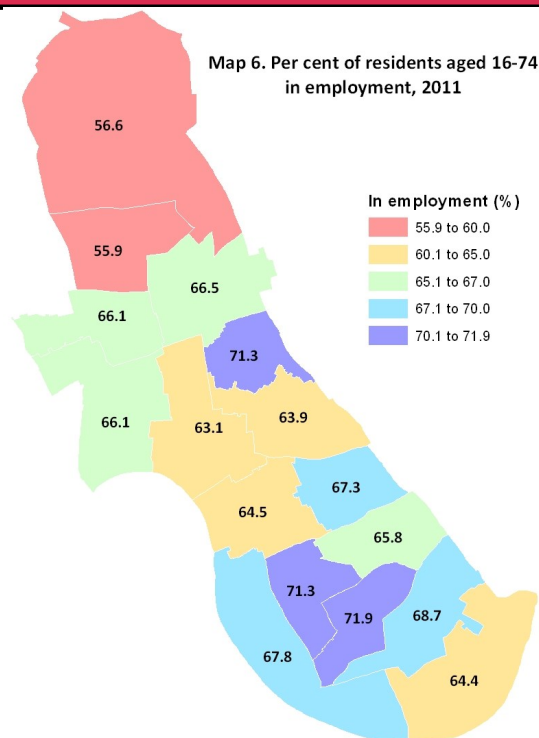
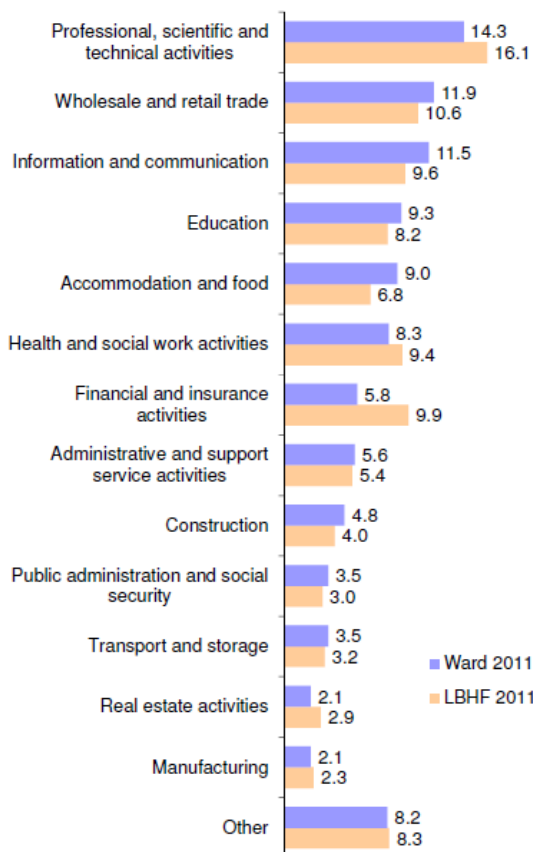
Area	2011	2012	2013	2014	2015	2016	2017	% change 2011-2017
Ward	17,150	17,100	16,800	14,800	16,200	16,950	17,400	1.5
Hammersmith & Fulham	122,450	127,000	127,500	128,000	135,500	139,500	137,500	12.3

Industry of Employment

The professional, scientific and technical activities sector is the largest source of employment with **14.3%** (ranked thirteenth). This is followed by the wholesale and retail trade sector at **11.9%** (ranked fourth) and the information and communication sector at **11.5%** (ranked fourth).

The ward ranked sixth highest in terms of the population employed in the education sector (**9.3%**).

Figure 13: Employed by industry of occupation



Occupation

10.5% of the employed population were working as managers, directors and senior officials (ranked third lowest), while **25%** were working in the professional occupations (ranked fifth lowest).

8.8% were working in the elementary occupation; ranked third highest (6.7% in H&F), and **9.9%** were working in the administrative and secretarial occupations; ranked seventh (9.6% in H&F).

Economic Inactivity

23.7% were economically inactive residents (permanently sick or disabled, looking after family/home, retired and some students); (H&F 26% and London 28.3%). **26%** of these economically inactive residents are students (31.5% in H&F).

Unemployment

From the 2011 Census **6.2%** of residents aged 16-74 were unemployed and looking for work (ranked third highest). Unemployment in the ward has improved since the start of 2013. In March 2018, there were **6,250** Universal Credit claimants in H&F (4.5% of the working age population).

Key out-of-work benefits consist of four groups: job seekers, ESA and incapacity benefits, lone parents and others on income related benefits. In 2017, **11%** of the working age population in the ward were on out-of-work benefits which is above both the borough and London averages (at 7.5% and 7.2% respectively).

Provision of Unpaid Care

6.7% of the population provide informal care, down from 7% in 2001; this is the eighth highest proportion in the borough. **61%** were giving less than 20 hours care a week (ranked fourth lowest), **17%** provided between 20 to 49 hours (ranked second highest) and **22%** provided 50 or more hours (ranked sixth highest).

Household Income

The average gross household income (including investment income and social security benefits) in the ward is **£41,671** per annum (£50.2k in H&F and £45.2k in London).

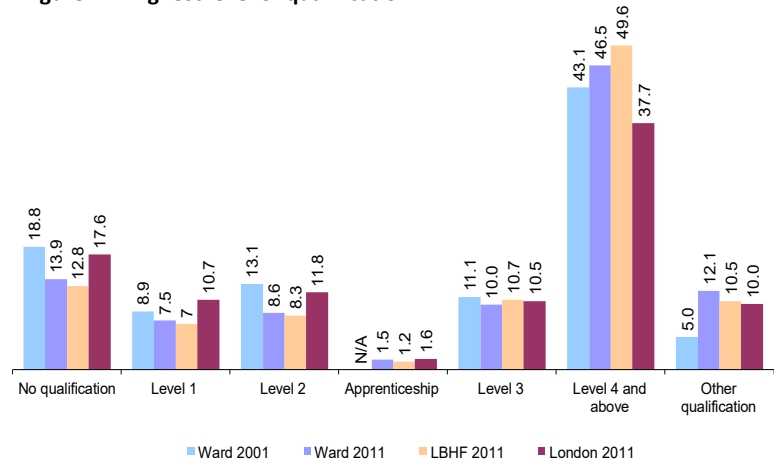
34.5% of households depend on less than £25,000pa compared to 28% for the borough as a whole. One in eight (**12.5%**) households in the ward have a combined annual gross income of over £75k compared to 18.8% of households across the borough.

Qualifications and Skills for Life

13.9% of adults have no formal qualification (ranked fifth highest) compared to 12.8% in H&F and 17.6% in London.

46.5% have a level 4 qualification-degree level (ranked fifth lowest) compared to 49.6% in H&F.

Figure 14: Highest level of qualification



Source: ONS Census 2011

In 2011 the Office of National Statistics conducted a Skills for life survey across the country and using modelling techniques they have developed local level area estimates of the number and proportion of adults living in households with defined **skill levels**. The figure 15 contains estimates of the proportion of adults who have the following skills at entry level or below. Entry level is the lowest level in the national qualification framework in England. Qualifications at this level recognise basic knowledge and skills and the ability to apply learning in everyday situations under direct guidance and supervision.

Across the different measures the proportion of adults at entry level (and below) is **above** the borough averages but below the London averages. For adults who don't speak English as a first language, the proportion is also **above** the borough average.

Figure 15: Skills for life estimates

Area	Entry Level and Below					
	Literacy	Numeracy	Email	Word Processing	Spreadsheets	ESOL
Ward	16.7	46.4	40.4	57.8	63.0	25.7
Hammersmith and Fulham	15.2	42.3	36.2	54.0	59.9	21.8
London	28.2	52.7	42.2	61.2	69.8	33.9

Source: ONS Skills for life survey, 2011

Educational Attainment

In 2016-17, **53.1%** of pupils achieved an average attainment 8 score and **72%** of pupils achieved 9-4 grades in English and Maths only. Both these figures are above both the borough and London averages.

Figure 16: Educational Attainment KS4 2016-17

Area	All Pupils at the End of KS4	All Pupils at the End of KS4 with average Attainment 8 Score	All Pupils at the End of KS4 % achieving 9-4 in English and Maths GCSEs only
Ward	84	46.8	66.7
Hammersmith and Fulham	1,311	46.4	62.5
London	75,472	44.3	60.1

Source: DfE

In 2016-17, the overall absence rate in schools was **4.6%** which was slightly above both the borough and London rate.

Figure 17: School Absence

Area	Enrolments in All Schools	Overall Absence in All Schools	Authorised Absence in All Schools	Unauthorised Absence in All Schools
Ward	728	4.6	3.5	1.1
Hammersmith and Fulham	10,347	4.4	3.2	1.2
London	923,360	4.5	3.3	1.2

Source: DfE

In 2016-17, the rate of the first year Higher Education (HE) enrolment in the ward was **88.6** per 1,000 18-24s which was slightly above the borough rate at 86.1 but lower than the London rate at 102.2.

Figure 18: HE Enrolments

Area	Rate per 1,000 18-24s	Number HE Enrolments
Ward	88.6	95
Hammersmith and Fulham	86.1	1,483
London	102.2	78,655

Source: HESA

Where we live

Deprivation

The index of multiple deprivation is a relative measure of deprivation which ranks small areas nationally by different deprivation dimensions. The ward is made up of 7 Lower Super Output Areas (LSOAs) and it has been measured as **more deprived** than in 2010 and 2007.

The most deprived area (E01001944) is among the **10% most deprived** nationally. The areas E01001940 and E01001943 are in the 10 to 20% most deprived nationally. The four remaining LSOAs rank in the 20-50% most deprived nationally.

Figure 19: IMD National Banding - most deprived

Ward LSOAs	Overall IMD Banding	Income Deprivation Affecting Children Index (IDACI)	Income Deprivation Affecting Older People Index (IDAOP)
E01001944	0-10%	0-10%	0-10%
E01001940	10-20%	0-10%	0-10%
E01001943	10-20%	10-20%	0-10%
E01001941	20-30%	20-30%	10-20%
E01001942	20-30%	30-40%	0-10%
E01001945	30-40%	30-40%	10-20%
E01001946	40-50%	20-30%	10-20%

Within the Index there are seven 'domains' and the highest scores for the ward are in the **Living Environment**, **Crime** and **Barriers to Housing and Services** domains, in that order. 2 out of 7 LSOAs fall within the worst 10% deprived nationally on Income Deprivation Affecting Children (IDACI) domain, and 3 out of 7 LSOAs fall within the worst 10% nationally on Income Deprivation Affecting Older People (IDAOP) domain.

Digital Inclusion

H&F residents use the internet more compared to the national average. More households in H&F Council homes have a tablet computer compared to the national average. **9.5%** of residents in the ward that **don't use internet** which is higher than the borough average of 8.5%. This ranges from **1.5%** for 16-34 age group, to **44%** for 65+.

Customer Segmentation

The complexity of the demographics of the ward can easily be seen in the following map that displays the Mosaic customer segmentation dataset. Segmentation work suggests that the two predominant customer segmentations in the ward are: **Mixed Inner City Urban - Modest Means** (40%) - displayed in dark brown on the map and **Deprived Families in Public Housing** (20% in H&F) which is displayed in red on the map. This segment is clustered around several location in the ward; with the area covering Edward Woods estate, William Church estate and Batman Close estate.

Around 18% of residents are classified as coming from **Prosperous Mobile Single Young Professionals** - displayed in dark blue on the map.

Green Space

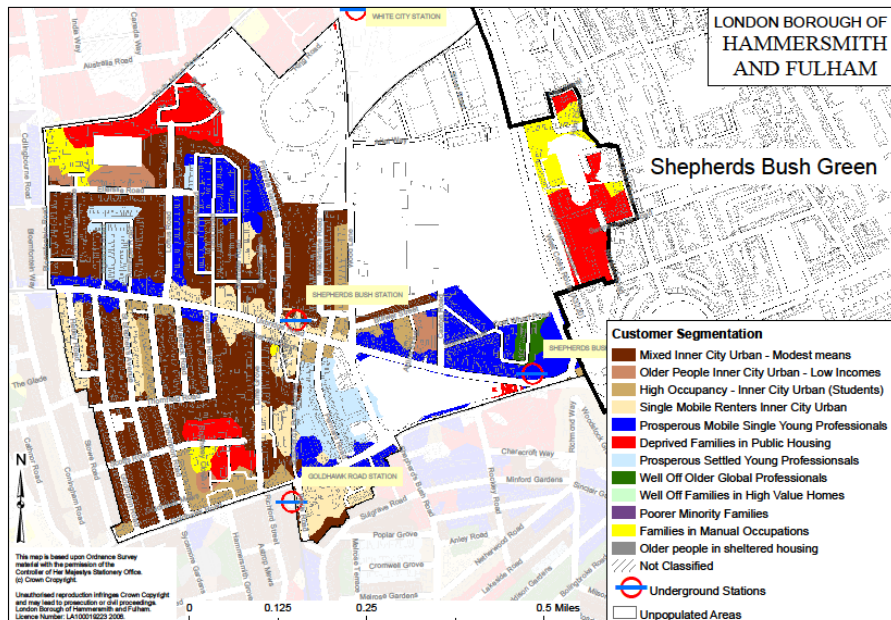
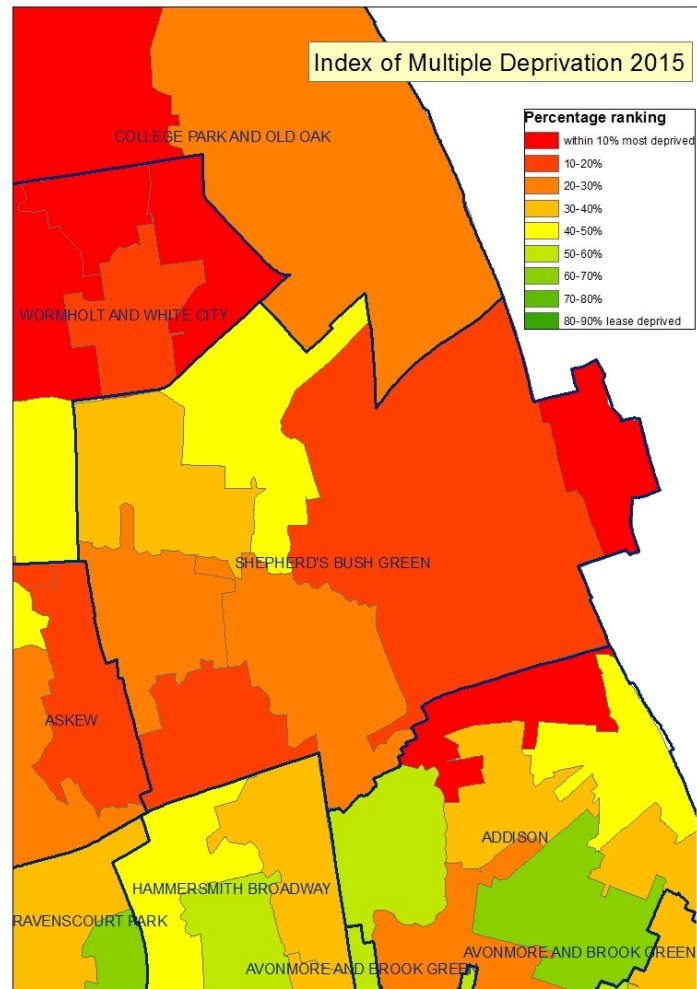
9.7% of the ward area is classified as open space and green area; this compares to 21.1% in H&F and 39.1% in London as a whole. **26.1%** of households within wards have easy access to at least one open space and 86.2% have easy access to local parks.

Public Transport Accessibility and Car Ownership

Public Transport Accessibility Level (PTAL) is a measure which rates locations by distance from frequent public transport services. In the ward that score is **4.3** which is lower than the borough average at 4.7 but higher than the London average at 3.8.

There are **41** cars per 100 households in the ward compared to 54 in the borough and 82 in London. **64%** of households do not have access to a car or van (55% in H&F and 42% in London).

Map 7: Index of Multiple Deprivation



Crime

All recorded crime has been rising across the borough over the last four years (+4% in year to 2017-18). The ward has seen a **3.5%** increase in total notifiable offences in the last year; this is the ninth highest increase amongst all wards.

There were 3,381 crime committed (**283.5** per 1,000 residents) which ranks the ward the highest in H&F.

In 2016-17, the rate of all recorded crime per 1,000 population was **275.8** in the ward compared to 117 across the borough.

Table 20: Crime Categories 2017-18

	Ward		Hammersmith	
	No.	Rate	No.	Rate
Burglary	144	12.1	2092	11.4
Criminal Damage	149	12.5	1336	7.3
Drugs	203	17.0	935	5.1
Other Notifiable Offences	54	4.5	413	2.2
Robbery	93	7.8	660	3.6
Sexual Offences	40	3.4	380	2.1
Theft & Handling	1696	142.2	9476	51.5
Violence Against The Person	990	83.0	6294	34.2

Source: Met Police

The most high volume crimes in the ward during the last financial year have been 'Theft & Handling' (**1,696**), 'Violence Against the Person' (**990**) and Drug offences (**203**).

All crime types have seen a larger rates per 1,000 population in the ward compared to the H&F average. Those include: Theft & Handling (**90.7** percentage points difference), Violence Against The Person (**48.8** percentage points difference), Drug offences (**11.9** percentage points difference), Criminal Damage (**5.2** percentage points difference) and Robbery (**4.2** percentage points difference).

Top Businesses

The top 10 businesses in the ward employ over **6,200** employees and the majority of these businesses have been based in the ward for many years (see Table 23).

Retail trade is the main industrial sector in the ward employing **7,307** people; this is followed by Video and television programme production, sound recording and music publishing activities (**2,538**), Food and beverage service activities (**1,925**), Computer programming and consultancy (**702**), Sports and recreation activities (**508**) and Land transport and transport via pipelines (**502**).

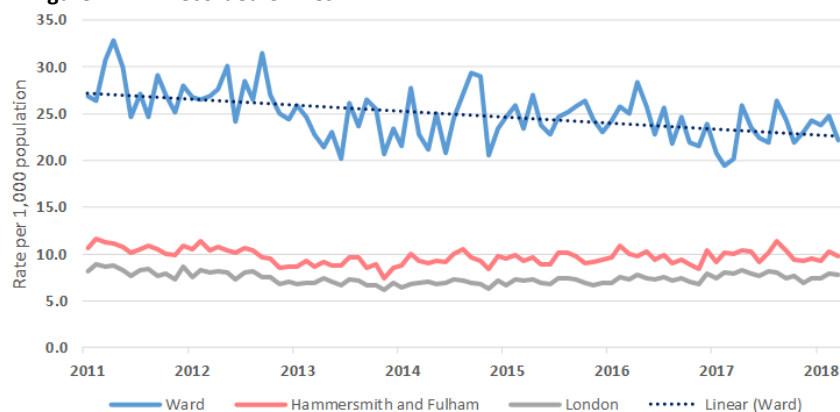
Table 23: Top 10 employers by employment size

Position	Company Name	Employee No.	Sector
1	BBC	2,378	TV, Film & Video distribution activities
2	Net-a-Porter Ltd	1,291	Retail sale via mail order
3	London United Busways Ltd	418	Inter-city coach services
4	Oliver Marketing Ltd	413	Advertising agencies
5	Marks and Spencer Plc	399	Department Stores
6	Longshot Kids Ltd	351	Business support service activities
7	Queen's Park Rangers Football Club	306	Football Clubs
8	APPLE Retail UK Ltd	257	Retail sale of information and communication equipment
9	House of Fraser Ltd	215	Department Stores
10	Debenhams Retail Plc	195	Department Stores

Other **major employers** in the ward are: Arcadia Group Ltd, BPP Holdings Ltd, Stella McCartney Ltd, H&M UK Ltd, Peligoni Operations Ltd, University of the Arts London, Waitrose Ltd, Next Retail Ltd, London Underground Ltd, Unipec UK Co Ltd. and Academy Music Group Ltd.

Source: MINT, Bureau van Dijk

Figure 21: All Recorded Crimes



Anti-social Behaviour

Anti-social behaviour (ASB) levels are generally high in the ward with **297** incidents being recorded on ReACT since June 2013. This totals just **11.4%** of all ASB incidents recorded on the system over this time period.

The ASB incident rate per 1,000 population is **24.9** (the second highest in H&F). Noise was the most frequent incident followed by Harassment / Verbal Abuse and Substance Misuse.

Table 22: Rate of Anti-Social Behaviour, 2013-2018

Ward	Incidents	Rate per 1,000 pop	Rank (1=Best)
Addison	138	12.4	9
Askew	157	10.8	7
Avonmore and Brook Green	96	8.2	3
College Park and Old Oak	34	3.7	2
Fulham Broadway	135	11.5	8
Fulham Reach	213	18.5	13
Hammersmith Broadway	158	12.4	10
Munster	96	8.8	4
North End	252	22.7	14
Palace Riverside	70	9.6	6
Parsons Green and Walham	100	9.1	5
Ravenscourt Park	32	3.0	1
Sands End	216	15.2	12
Shepherd's Bush Green	297	24.9	15
Town	145	13.3	11
Wormholt and White City	471	35.2	16

Source: ReACT H&F